

## DECLARED FUTURE FOR DOWNTOWN NEWBERG IN 2020

*As summarized from a visioning workshop on March 3 & 10 2001 in Newberg, Oregon*

Newberg has an award-winning downtown manager employed by the active Downtown Association. The manager has recruited a desirable mix of businesses and has developed an aggressive marketing strategy for the downtown neighborhood. The old Loren Berg property is now Butler Market Place, a charming place for shopping and entertainment, located on the Civic Corridor that goes from Central School to Memorial Park. Newberg has a successful Farmers Market showcasing local agricultural, craft, and artistic products. This market is situated in a high-visibility location in downtown. The Downtown Association has worked in partnership with George Fox University and a diversity of local groups to help fix up and maintain the downtown. The downtown theme is vintage eclectic.

Newberg is the gateway of Yamhill County, a clean and attractive community with flowers in hanging baskets and flower boxes. The community has designated an official flower of Newberg. Many residents have even planted the official city flower in their yards. There are benches, public rest-rooms, waste receptacles and water fountains located throughout the downtown area. The businesses and buildings reflect the bygone era of the early 1900s with historic street lighting. The sidewalks have brick extensions making them wider. The Hess Creek gateway to downtown has been improved with flowering trees, vintage lighting, wrought iron railings and a footbridge linking both sides of Newberg over Hess Creek. Downtown Newberg is seen as customer-friendly with a variety of successful businesses including retail shops, restaurants, sidewalk cafes, boutique shops, salons, bakeries, and so forth.



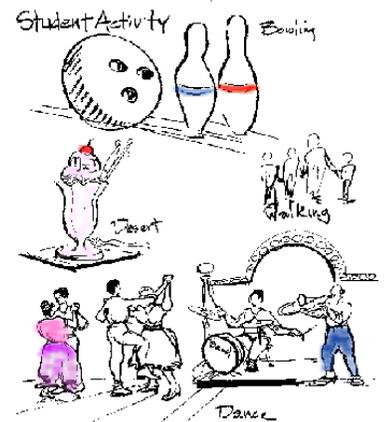
The community has embraced the volume of traffic downtown as a symbol of vibrancy. The makeup of traffic has been rearranged to include autos and alternative modes of transportation (bikes, pedestrians, trolley, mass transit). Commercial traffic has been rerouted out of downtown. First Street is the “main street” of downtown. It is a two-way street that includes a landscaped median strip, angled parking, transit stops, bike lanes, and extra wide sidewalks for customers. Traffic calming devices exist, including bulbouts to slow down traffic. Hancock Street and Second Street are one-way streets with two lanes and parking on both sides. Pedestrian safety is ensured by the implementation of local enforcement laws.

The downtown has a parking management strategy that puts customer convenience as the number one priority. Demand for parking has required us to build a parking garage at the public parking lot on Second Street. Store entrances facing the parking garages are clean, attractive, and inviting. Ground level parking lots are clean, well-maintained, and landscaped. The parking garage offers exciting shopping opportunities on the ground level. Several other strategically placed parking lots exist, including one on the east and one on the west side of downtown.

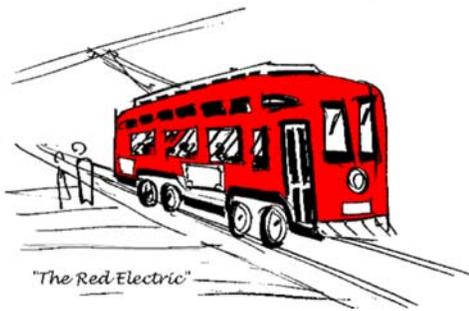
Newberg is an attractive pedestrian-friendly community with its downtown the gem of the community. The sidewalks are wide with outdoor seating and cafes surrounded by landscaping. The Downtown is a safe place to be, so that evening walks are a common occurrence and conversations are easy in the quiet atmosphere of slow-moving traffic.

As the visitor descends Rex Hill, a panoramic vision of lush vegetation and a cozy community creates a lasting impression. At the bottom of Rex Hill two major roads, one a northern arterial and the other a bypass, divert heavy traffic. As the travelers drive closer to the downtown, they are greeted with attractive landscaping and signage along Highway 99W. A handsome sculpture announces the entrance into the downtown.

Through collaboration between citizens, the business community, churches, schools and the city, we have created a wholesome and safe place for our young people to gather. Activities such as coffee shops, dancing, bowling alleys and festivals draw our youth to downtown to participate in community oriented activities. Some of the shops actually cater to youth, with extended hours, providing them with places to eat, socialize, buy clothes and other necessities. A variety of special event festivals bring youth of all ages to our historic downtown.



Newberg is the center of Oregon history, attracting visitors from all over the world to our museums, historic sites, walking tours, and festivals while supporting and strengthening our local shops and businesses. Downtown Newberg is the regional center for community events and activities. The Arts Center, with seating for about 180, in the old Central School is home for local groups, classes, as well as for visiting artisans and thespians, and the facility for meetings, events, and community services. Newberg has become the gateway to the Chehalem Valley, and now rivals the Napa Valley as “the place” to be. Tourists from all over the world visit here and then travel to other parts of the county and the Northwest.



Newberg has successfully linked its beautifully redeveloped downtown neighborhood to the riverfront. The wide meandering walk and bikeway offers a healthy way to exercise and enjoy both of these diverse areas of the city. Folks from within our city and visitors alike take pride in the charming, restored vintage trolley that also connects the downtown and the riverfront neighborhood. The trolley, named “The Red Electric” after the electric railway system of the early 1900s, is a popular attraction to these unique areas.

As you stroll down the shady tree-lined streets of downtown Newberg, you note that many buildings have attractive entrances leading to lofts and spacious apartments above the storefronts of vintage buildings. This is a thriving community where residents can walk and leave the car parked. The lofts reflect the historic character of the building, yet they have all the modern conveniences and are a unique blend of old and new with balconies where appropriate. Newberg, you notice as you continue your walking tour, has a close and thriving residential area of older single family homes -- many of which are designated historic buildings.

*Facilitated by Mike Ragsdale and Paul Koch, RKA, Inc.  
March 3 & 10, 2001  
Chehalem Armory, Newberg, Oregon  
Art by Robert Foster*

*“Superior organizations operate with Big Hairy  
Audacious Goals... We want nothing less”*

